



# Statistical Analysis for Business Using JMP: A Student's Guide

*Willbann D. Terpening*

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*Statistical Analysis for Business Using JMP: A Student's Guide* by Willbann D. Terpening is a complete and thorough introduction to business statistics using JMP. While designed for introductory business statistics courses at the undergraduate or MBA level, industry professionals wanting to brush up on their knowledge of statistics and those wanting an introduction to using JMP for statistical analysis will also find the book useful. The book starts with an introduction to using JMP in statistical analysis, basic descriptive statistics and graphical analysis, and the fundamentals of inferential statistics. The book then covers more advanced topics in inferential statistics organized around the analysis platforms of JMP. Topics include the effects of a qualitative variable on a quantitative variable (two group tests and analysis of variance), the effects of a qualitative variable on a qualitative variable (chi-square and contingency tables), the effects of a quantitative variable on a quantitative variable (simple regression and correlation), and the effects of a quantitative variable on a qualitative variable (logistic and multinomial regression). The final chapter provides an introduction to multivariate statistics and multiple regression.

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